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OCT 29 2004

Fax Number: (703) 872-9306To Examiner: Lastra, DanielGroup Art: 3622From: Jeff Proehl Mark Ekse Robert K. HuckStephanie Voigt Cheryl Edblom OtherRE: Appln. No. 09/751,801 Filing Date: 12/29/00 Applicant: Leapman  
Formal Response to OA mailed 7/29/04  
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3500 S. First Avenue Circle  
Suite 250  
Sioux Falls, SD 57105-5802

Leonard &amp; Proehl, Prof. L.L.C.

(605) 339-2028

Fax - (605) 336-1931

PTO/SB/17 (10-04v2)

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**FEE TRANSMITTAL**  
**for FY 2005**

Effective 10/01/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$)**216.00****Complete if Known**

Application Number	09/751,801
Filing Date	12/29/2000
First Named Inventor	Scott D Leapman
Examiner Name	Lastra, Daniel
Art Unit	3622
Attorney Docket No.	P1670US00

**METHOD OF PAYMENT (check all that apply)**☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number  
50-0439Deposit Account Name  
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☒ Charge fee(s) indicated below ☐ Credit any overpayments☐ Charge any additional fee(s) or any underpayment of fee(s)☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1001 790	2001 395	Utility filing fee	
1002 350	2002 175	Design filing fee	
1003 550	2003 275	Plant filing fee	
1004 790	2004 395	Reissue filing fee	
1005 160	2005 80	Provisional filing fee	

**SUBTOTAL (1)** (\$)**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	20** = 12	X 18	= 216
Multiple Dependent	3** =	X	=

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 18	2202 9	Claims in excess of 20
1201 88	2201 44	Independent claims in excess of 3
1203 300	2203 150	Multiple dependent claim, if not paid
1204 88	2204 44	** Reissue independent claims over original patent
1205 18	2205 9	** Reissue claims in excess of 20 and over original patent

**SUBTOTAL (2)** (\$)

\*\*or number previously paid, if greater; For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	Extension for reply within first month	
1252 430	2252 215	Extension for reply within second month	
1253 980	2253 490	Extension for reply within third month	
1254 1,530	2254 765	Extension for reply within fourth month	
1255 2,080	2255 1,040	Extension for reply within fifth month	
1401 340	2401 170	Notice of Appeal	
1402 340	2402 170	Filing a brief in support of an appeal	
1403 300	2403 150	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 110	2452 55	Petition to revive - unavoidable	
1453 1,370	2453 685	Petition to revive - unintentional	
1501 1,370	2501 685	Utility issue fee (or reissue)	
1502 490	2502 245	Design issue fee	
1503 660	2503 330	Plant issue fee	
1460 130	1460 130	Petitions to the Commissioner	
1807 50	1807 50	Processing fee under 37 CFR 1.17(q)	
1808 180	1808 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	
1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 395	For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 395	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	

Other fee (specify)

\*Reduced by Basic Filing Fee Paid

**SUBTOTAL (3)** (\$)**216.00****SUBMITTED BY**Name (Print/Type) Jeffrey A Proehl  
Signature Registration No. 35,987  
(Attorney/Agent)**(Complete if applicable)**

Telephone 605 339-2028

Date October 29, 2004

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OCT 29 2004

Appln. No. 09/751,801  
Amendment dated October 29, 2004  
Reply to Office Action mailed July 29, 2004

Attorney's Docket No. 24-0041  
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/751,801 )  
First Named Applicant: SCOTT D. LEAPMAN )  
Filed: 12/29/2000 )  
For: SYSTEM AND METHOD FOR )  
TARGETED ADVERTISING )  
TC/A.U.: 3622 )  
Examiner: Lastra, Daniel )

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

Responsive to the Office Action mailed July 29, 2004, please amend the application as follows:

**Amendments to the Specification:** None.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper

**Amendments to the Drawings:** None.

**Remarks/Arguments** begin on page 10 of this paper.